

NOAA in the Carolinas Steering Committee Meeting

Date: Thursday, October 23

Time: 10 AM until 2 PM

Location: Coastal Carolina University, Center for Marine and Wetland Studies – Room 100
1270 Atlantic Avenue, Conway, SC 29526
<http://www.coastal.edu/cmws/directory/contacts.html>

Con Call: 866 702 7489 - passcode 9225126

Attendees:

In person – Jeff Payne, Andy Shepard, Rich Bandy, Jeremy Schulz, Bob Bacon and Jennifer Dorton

Con call – David Evans, Rebecca Ellin, Susan White, Darin Figurskey, Mike Emlaw, Ginny Fay, Aleta Hohn and Jack Thigpen

1. Festival update

a. Upcoming SC Sustainable Seafood Festival – Susan White

- i. We have an 8 ft x 7ft display to take. Do we have space to put it up? **Jennifer contact Jason Kirk with the festival and get booth space specs.**
- ii. Fisheries materials from FL were delivered.
- iii. NWS materials will be delivered.
- iv. Jeff will provide CSC products and services catalog and some off the shelf items that can be given out.
- v. Andy has NURC items for the festival. Jeff will take with him and give to Susan.

b. NC Seafood Festival - David Evans

- i. Shared booth with NWS, NMFS and NC Sea Grant
- ii. NC Sea Grant conducted 2 surveys - One was on the Local Catch cards and the second was on perceptions of local seafood. **Jennifer** will try to find out more about these surveys.
- iii. NWS and NMFS had handouts and displays
- iv. NWS demonstrated the “Hurricane in a Bottle”
- v. Good response from people who visited
- vi. Had 4 standard sized display tables in use and the NinC banner

2. Current progress on NinC Mission Statement and Purpose – collaborative

- a. Andy provided another version of the mission statement and purpose for the group which was e-mailed out to everyone during the meeting.
- b. Jeff felt that we needed to do define the following in our mission: 1) value of collaboration and 2) shared accountability and risk.
- c. Many felt that the mission statement should be as short and succinct as possible.
- d. Jeff felt that we need solid mission statement that says what we do – not how we do it. A solid mission statement needs to give our purpose. Then have a vision statement that describes how we collectively/uniquely undertake the mission. The vision statement can change/modify once the original vision was accomplished.
- e. Our mission and vision should not loose the OneNOAA focus. As Jeff stated, “we don’t promote OneNOAA, we realize it and we need to update the draft mission statements to reflect this... The vision statement is the actionable part. Stabilize the mission first, then go from there.”
- f. OneNOAA means that we are – collaborative, connect interests, improve regional value to stakeholders. Vision/Purpose statements define the process for the OneNOAA mission – it is actionable.
- g. Other comments: “OneNOAA” needs to be specifically defined for our non-NOAA partners and the public. Determine if there are key words that need to be in the mission statement and the mission statement must be easily repeatable.
- h. Jennifer will pull together the current versions of the mission/values statements that SC members have submitted.
- i. Form small group: Jeff, Andy, Jennifer, Aleta. This group will draft mission and vision and send to larger group.

3. Vision for the next “it” project?

- a. EPA Coastal Carolinas Initiative – Jeff Payne
 - i. At the RTP meeting (not well facilitated) there was not much opportunity for discussion. EPA is interested in developing a research plan. Dorsey Worthly wants to have a South Carolina meeting since SC was not well represented at the RTP meeting. Second workshop in SC will be more deliberate and answer

“what do we need to do to engage users” so that coastal managers can understand and incorporate ecological services into decision making. This will include a coastal practitioners workshop to find out what they need and a meeting with scientists so that they can hear/learn the needs of the coastal practitioners and then develop the science plan based on needs. EPA is pushing 1-2 public meetings in SC. Tentative dates for this are Jan 13-16 – venues: CSC and NCOS (Ft. Johnson). Broader goal: develop an inventory of services, develop info to document value of services, and look at broader impacts based on human populations, climate change and agricultural practices. There will also be an emphasis on coastal wetlands.

- ii. One outcome from this will be a map that is geospatially accurate that describes ecological services and where they are. Use this as a resource in planning and decision making.
- iii. EPA’s purpose is to develop research plan. This is an opportunity for NinC to help define this research plan.

b. APNEP – Dean Carpenter’s presentation

- i. Rebecca, Jack and Don Field are all on APNEP committees and can be NOAA liaisons between NinC and APNEP.
- ii. Everyone felt that the APNEP participation is not the next “it”. Denise Sanger’s project (Long Bay Hypoxia) had more potential as the next “it”.

c. Long Bay Hypoxia Working Group – Denise Sanger’s presentation

- i. General feeling that a predominately South Carolina based project should be considered since CI-FLOW developed out of NC.
- ii. The Long Bay work has good potential for outreach and collaboration.
- iii. Aleta pointed out that we did not get a clear description of what is next for the Long Bay project, especially since the original hypoxic event seemed like a discrete event. We would also need more sampling since we clearly don’t know what is happening in the area.
- iv. The Long Bay Working Group is trying to schedule a meeting in Dec. If Denise would allow SC members to attend this meeting, it might be a good way to find

out if they are supportive of our participation and whether or not this is the 'it' we are looking for.

- v. Andy stated that this could be more of an "it" thing for us as a field program that also gets students involved. We should also find out from Denise if they would be willing to participate in a NinC annual meeting to promote the Long Bay work.
- vi. Darin felt that the Long Bay work will also be a good connection to the EPA. The Long Bay project is very focused and has potential to include weather/climate as well as fisheries. One problem they have though is data starvation.
- vii. Andy – Denise should possibly ask Quay Dortch (worked on GoM Dead Zones) to attend a meeting to add a national perspective.
- viii. It was noted that the next PPBES initiative is for 2012-2016 and it is the goal of the regional teams to engage with NOAA before 2012. We need to maximize our effectiveness by planning for the long range and determining what we can do today. NOAA has asked Regional Collaboration Teams to identify key issues that are resonant with stakeholder needs. Might be able to get some resources before 2012 through the Regional Collaboration Team.
- ix. Jennifer noted that this project has broad scope and really takes a rivers to sea approach.
- x. Jeff and Aleta pointed out that the Long Bay project is a good starting point that will also allow us to build a frame work for the SE LME and that we could try to get funding for some part of the work through a new CAMEO proposal.
- xi. Jeff also said that we will need to know how, when and why to get engaged for PPBES and PAE (this will be through SECART).
 - 1. NOAA management provided list of priorities via annual guidance, SECART reviewed, line offices picked – areas of climate, hazards and ecosystems top areas by multiple line offices (NEP, NEC has final review); hypoxia piece fits these priorities.
- xii. **Next steps – Jennifer:** figure out what info we have. Work with Denise to find out what stage of the project they are in, funding situation and fill in any details that NinC needs for further discussions. Determine the nature of engagement for NinC. Find out where they are going with the project – what are their future plans and what do they want to accomplish. How can their work be expanded to the

larger community? How does this work as a demo or pilot for a larger scale project?

xiii. Have NinC attendance at the next LBHWG meeting.

xiv. Next NinC meeting in Dec. after the LBHWG meeting. Best time possibly second week in Dec.

4. Website update – Jeremy Shultz

a. Logo and Banner - do we leave the NC/SC map or include GA?

i. We can engage GA, as well as line offices in other states, but we should maintain the NinC name and geographic region.

ii. It was also pointed out that we should still invite to other states (GA, VA) for meetings – don't exclude them. Think of them as stakeholders.

iii. Final verdict: NinC. Drop GA in the logo. Interact with other states w/o including them in the brand.

b. Discussion of new design: <http://www.carolinas.noaa.gov/NewSite/index.php>

c. There needs to be a balance of NinC and broader NOAA items on the site. How do we achieve this? How do we create the NinC "brand" on the website?

i. We will have NinC profiles each month on the website. The profiled organization will be highlighted on the home page. Jennifer will work with the group to get 2-3 "stories" and photos for the profiles. We will archive the profiles as well so that anyone can see past profiles. It was decided that the NWS will be the first organization profiled. We will profile the following organizations initially: NWS, CSC, NERR, NC Sea Grant, SC Sea Grant, NMFS, and NURC.

ii. Jeremy will redesign the Meeting page with collapsible headings: 1) NinC meetings, 2) NinC Steering Committee meeting notes, 3) other meetings/events.

iii. We will have a calendar function on the home page. The calendar will be updated with meetings and events that are posted to the listserv. The calendar will be a centralized location for NinC related events. Jennifer will work with Jeremy to learn how to post items to the calendar so that he doesn't have to be in charge of this.

iv. For the Features section (bottom right corner of the home page) we will have a constant links to the CI-FLOW and NOAA Education sites. We will have a changing list of regional news/publications that Jennifer will have to update. Jeff, Bob, Jack and Rebecca will make certain that Jennifer is signed up for news events coming out of their offices. Jeremy will help Jennifer sign up for the NOAA news RSS feeds.

- d. Website v/s listserv – what should we display on website v/s posting via listserv: Job postings, meeting opportunities, other?
 - i. Everyone felt that the listserv is working well.